

NATIONAL SECURITY COUNCIL

October 28, 1975

MEMORANDUM FOR: NSCIC Working Group Members

FROM: Richard Ober *RO*

Attached is a paper which outlines one approach to carrying out the Working Group's current intelligence evaluation project.

Attachments

- 1 - Survey, long form
- 2 - Survey, short form
- 3 - Questionnaire
- 4 - Outline of Final Report

The NSCIC Working Group's Current Intelligence Evaluation Project

The NSCIC Working Group agreed in principle at its July 2 meeting that a project should be undertaken to evaluate current intelligence products from the viewpoint of the consumer. The project is the first systematic evaluation of major foreign policy consumers of intelligence under NSCIC auspices. This is a pilot project in the sense that it is an initial effort at evaluating current intelligence product from the consumer's viewpoint and it deals with a manageable number of publications and consumers. Depending on the results of this project, it is expected that similar projects will follow covering estimative product, specialized product, generalized weekly publications, etc.

To carry out this project the Intelligence Evaluation Panel was formed reflecting the Working Group membership as follows:

- Defense - Anthony Cordesman, Maj. George Pickett (alternate)
- State - Richard Peters
- Treasury - Richard Kahler
- JCS - Cmdr. Walter Meukow
- NSC - Richard Ober, Chairman
- 25X1A9a • DCI - [REDACTED] Advisor to the Chairman

The purpose of the project is to evaluate selected current intelligence publications and to prepare a report for the Working Group on the findings. The plan is to concentrate on the major daily intelligence publications produced for the high level consumer including at this time the following:

- CIA's "newspaper"
- USIB's National Intelligence Bulletin
- DIA's Defense Intelligence Notices
- State's daily Intelligence Reports
- NSA's SIGINT Summary

After the Panel's review of the scope and distribution of these publications, it appears likely that this list will be narrowed before the project begins. Each organization will be encouraged to include its "in-house" intelligence organ in the project.

-2-

The evaluation is to be done in the form of a survey of selected key consumers. The survey will be carried out in two parts. First, a preliminary survey to elicit consumer reaction to and general impressions of each publication in the survey. This survey would be administered only once for each publication. Two suggested versions of this survey are attached: a long form (Tab 1) and a short form (Tab 2). After the preliminary survey has been conducted, a questionnaire will be used on a more frequent basis (a minimum of once each week) to evaluate individual articles in the selected publications and to get examples to support recommendations for change. A suggested version of such a questionnaire is at Tab 3.

For those selected consumers who are not readers of the publications in the survey, but rather receive intelligence briefings based on much of the material in these publications, the development of a survey to address briefings is being planned. Evaluating the briefing will be a two step process: evaluating first what goes into the briefing and then the consumer's reaction to it.

The evaluation period will last from four to six weeks followed by six to eight weeks to analyze the responses and draft the final report for the Working Group.

A proposed outline of the IEP's final report (Tab 4) provides the framework within which the panel intends to work and the goals it intends to meet.

